

REGULAR MEETING OF THE CALEDONIA
ECONOMIC DEVELOPMENT AUTHORITY
CALEDONIA, MINNESOTA
Tuesday, May 22, 2012

CALL TO ORDER: Following due call and notice thereof, President Schroeder called the meeting to order at 1:00 p.m. in the Council Room, City Hall.

ROLL CALL: Craig Schroeder, President; Members present: Tom Murphy, Mike Werner, Jon Hagerott, Randi Vick, Kathy Nelson, and Harley Meiners. Members Absent: None. Consultants and City Staff present: City Clerk/Administrator Jennifer Feely and Accountant Stephanie Mann. Visitors present: None.

MINUTES OF PAST MEETINGS: Following a brief review, a motion was made by Member Werner, seconded by Member Meiners, to approve the minutes of the April 17, 2012 meeting. All members present voted in favor and the motion was declared carried.

EDA FINANCIAL UPDATE: City Clerk/Administrator Feely reported \$252,295.98 in the Checking Account, \$16,434.63 in the Small Cities Development Commercial Program, and \$169,788.78 in the DEED and Intermediary Relending Program. Outstanding loan balances currently total \$186,223.41. Following review of the above balances, a motion was made by Member Werner, seconded by Member Meiners, to approve the financial report. The motion was declared carried.

VISITORS AND COMMUNICATIONS. None.

GENERAL EDA: BUSINESS PROJECTS/UPDATES.

A. PROSPECTIVE EDA RLF APPLICANT. A prospective EDA revolving loan fund applicant was present to provide a brief overview of her proposed business venture. Member Werner questioned whether this is the type of business that could be located in a business incubator building. Discussion ensued. No action was taken.

B. CONTINUE EVALUTATING WHETHER CALEDONIA IS BUSINESS FRIENDLY. Discussion ensued regarding whether Caledonia was viewed as business friendly. The consensus of the EDA board was that this is not really an issue at the present time.

C. CITY WEBSITE DISCUSSION. Discussion took place regarding the need to update the City's website as one of the items discussed at the recent SEMLM meeting was that of the importance of an aesthetically pleasing city website. In addition, it was noted that many prospective companies looking to relocate often times view a city's website for information regarding buildings and land available before contacting city hall. Discuss then ensued regarding allocating a portion of the EDA budget each year for the maintenance of the City website. A question arose as to whether it would be appropriate to seek sponsors for advertisements. It was noted that it would likely take approximately \$2,000.00 for start-up and then \$500.00-\$1,000.00 per year for maintenance. Member Nelson

suggested that the EDA apply for Falck Foundation funds for the proposed website project. Member Hagerott stressed the need for a community calendar to be included on the website in which all community events could be listed. The consensus was for Robin Bartell with Bartell Designs to attend an upcoming meeting for the purpose of providing a presentation on website services available through her business.

D. JUNE 13 DOWNTOWN BUSINESS DISTRICT BREAKFAST AND MEETING.

Discussion ensued regarding the upcoming June 13 Downtown Business District Breakfast and Meeting at the Four Seasons Community Center.

MISCELLANEOUS ITEMS FOR DISCUSSION.

A. RECAP OF RECENT SEMLM MEETING. City Clerk/Administrator Feely provided a brief recap of the recent SEMLM meeting held at the Four Seasons Community Center. Feely shared that the meeting was well attended and that many positive comments were received from attendees regarding Caledonia and the Four Seasons Community Center.

ADJOURNMENT: A motion to adjourn at 2:10 p.m. was made by Member Nelson, seconded by Member Murphy. All members present voted in favor and the motion was declared carried.

Craig Schroeder, President

Jennifer Feely, City Clerk/Administrator